

VIDEO MONEY MACHINE

How to MAKE MONEY with Videos- *WITHOUT* CAMERAS!

The image shows a computer monitor displaying a YouTube page. The monitor is the central focus, with stacks of cash (US dollar bills) piled around its base and on its surface. The YouTube page on the screen includes the 'Upload' button, a search bar, and various video recommendations. The background of the monitor shows a close-up of a dollar bill. Above the monitor, the text 'VIDEO MONEY MACHINE' is written in large, bold letters, with 'VIDEO' in black and 'MONEY MACHINE' in red. Below this, the text 'How to MAKE MONEY with Videos- *WITHOUT* CAMERAS!' is written in a smaller font. The entire scene is set against a background of a computer desktop with a Windows XP-style taskbar at the bottom.

By Bones Rodriguez

Pre-Introduction:

You know what the Internet is, and you know what videos are. You don't care who I am, you don't wanna know any advanced strategies, and you just wanna get to it. Fine, **jump ahead to the QUICK START** and get going.

You can make money with Videos within 2 hours from right now.



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6-Step Quick Start

How to make money with videos within the next 2 hours:

- 1- (3 min.) Sign up to be an affiliate here:
<http://www.elevenfreakinthousand.com/affiliate.htm>
- 2- (2 min) Get a new domain name here:
<http://www.elevenfreakinthousand.com/1and1.htm>
- 3- (1 min) Forward your new domain name to your affiliate link.
- 4- (20 min-60 min.) Make a video for any video site using your webcam, home movies, Windows Movie Maker, or any other video program, and add a frame to your video advertising YOUR new affiliate domain name to it. Upload it to any appropriate video site, and add “tags” to it.
- 5- (5 min.) Send the video to every email in your address book, asking them to pass it on.
- 6- **(5 min-60 min) GET PAID**

That’s it! The more people who see your video, the more will go to your affiliate site. The more who go to your affiliate site, the more will want to buy this eBook, and you’ll get paid a percentage every single month.

Pretty simple.

Need more info than that? Didn’t know what I was talking about?
That’s what the rest of the eBook is for- read on!



Introduction- There is Video Online?

There are a lot of video sites online now, and they all behave like YouTube, but with special features. Users can upload, view, and share video clips online with just a few clicks. Videos can be rated, and the average rating and the number of times a video has been watched are both published. Some of the popular video sites are:

- YouTube.com
- Veoh.com
- Stickam.com
- Sharkle.com
- Metacafe.com
- Video.google.com
- Brightcove.com
- LiveVideo.com
- Kontraband.com
- MySpace.com

YouTube was created in mid February 2005 by three former employees of PayPal. The San Bruno-based service uses Adobe Flash

technology to display video. The wide variety of site content includes movie and TV clips and music videos, as well as amateur content such as videoblogging and short original videos. The company was named *TIME* magazine's "Invention of the Year" for 2006. In October 2006, Google Inc. announced that it had reached a deal to acquire the company for US\$1.65 billion in Google's stock. The deal closed on 13 November 2006.

Unregistered users can watch most videos on the site; registered users have the ability to upload an unlimited number of videos. Related videos, determined by the title and tags, appear to the right of the video.

All of the sites since then have copied this model.

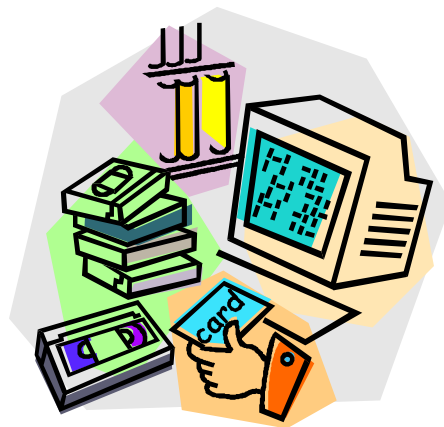
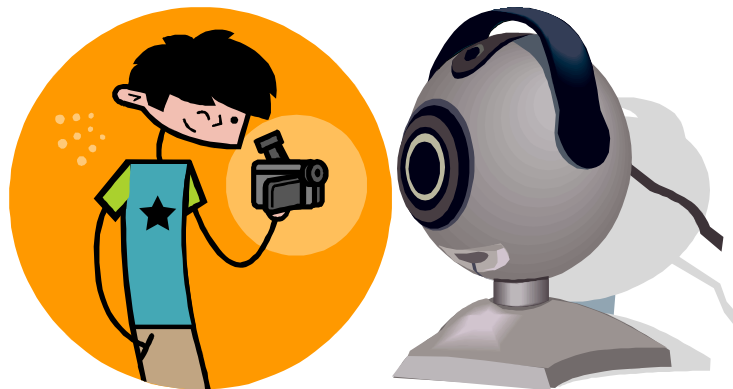
HUH?

In simple terms, the video sites are places online where people waste a TON of time, watching videos about the most random things.

I'm one of those people, and you probably are too.

The Terms of Service for each site are different, so please adhere to their regulations. For instance, you cannot use YouTube.com for commercial activity, so pay attention to this guide, as I will show you the distinction.

So let's make some money with videos online, ok?





Who is Bones Rodriguez?

My name is Bones Rodriguez, and I'm an Actor, Author, and Entrepreneur born and raised in New York.

Yes- you HAVE seen me on TV. Click here to see of my commercials: <http://www.youtube.com/BonesRodriguez>

I do comedy with a few groups, I write sketches and short plays, and I've also done a bunch of commercials. I love being an actor, but I am always looking for other opportunities. While many of my friends are waiting tables, bartending, and temping, I own businesses, write books, and make money online.

I recently signed a contract to write a book for Simon and Schuster due out in 2008. I'm a big Star Trek fan, and so far, the title of my book is "Captain Kirk's Guide to Women- How to Romance Any Woman in The Galaxy". Keep an eye out for it- I'll probably make a video!

I wrote it because I really just want to share the stage with William Shatner!

Wish me luck!

Anyway, if you look up my personal website: <http://www.BonesRodriguez.com> you'll see most of my world.

I play Xbox a lot, make jokes, and watch dumb movies. Somehow I found a wonderful wife. You can see a video of me surprising her by proposing onstage (in the middle of a show we were doing!) at <http://www.BonesLovesLaura.com> awww- how sweet.

Did you notice that I just sent you to view several VIDEOS?

If you didn't go then, you probably told yourself to go later. In this way, I'm using video to drive you to a site, and learn more about me. While you're there, you'll probably watch a few more of my videos. Hold on- I'm getting ahead of myself here...

I hope that reading this will get your brain clicking with ideas, and that you make all sorts of money with all sorts of videos. Please feel free to write to me and let me know how it's going.

I look forward to meeting you either in person, by phone, online- or by whatever the heck they come up with next!

Let Your Light So Shine Before Men-

A handwritten signature in black ink that reads "ONES Rodriguez". The word "ONES" is written in a bold, blocky font, while "Rodriguez" is written in a more fluid, cursive style.



NO FLUFF

I am tempted to fill this eBook up with a bunch of fluff, and articles about YouTube, other sites and the future of online video, but truthfully you can go read that elsewhere. I don't see the point in delaying.

There's no need for me to give instructions on using YouTube, as the site does that very well. There's also no need for me to outline whatever movie making software you have, or camera. Everyone has different ones.

This eBook is a short- "Let's Get Into Action" eBook, and has a few examples. It will teach you to look at what other people are doing to use YouTube to make money.

For each idea that COULD be expanded to an entire chapter, I am adding a heading, but like I said- NO FLUFF. Just an idea, and example, and on to the next.

Reading is taking time away from making money!

Since I am NOT adding all of the "Fluff", this is a very SHORT eBook. I kept each idea on a page, so you can fill in whatever you want.

If you require more information, or are looking for help with ideas, then I suggest you go to www.YanikSilver.net to get some ideas on marketing.

Ok- so... Having a business online...

You want an online business?

Whenever I tell someone that I make money online, many say that they want to also and have an idea to use the web as either one big store, or as a big advertising channel.

It can be so much more than that. The internet really IS changing the world.

However, for our purposes here, we are going to focus strictly on YouTube, and its functionality. Although you can't really buy anything on YouTube directly, most people use it as an advertising medium to drive traffic to where you CAN buy something.



Are you not entertained?

We already have a great example for video advertising- TV! Just do what the TV stations do- add a commercial to your video. HOWEVER- the terms of service say that you can't use YouTube for commercial activity. So, you can't actually put a commercial on YouTube- you have to make a VIDEO that happens to have a commercial on it. Another big difference between online videos and TV is that when businesses advertise on TV, they have to pay- right now, you don't have to pay to put your video online (so far!).

But you DO have to be fun to watch!

“Commercials” are obvious, and often they're annoying. Everyone hates when commercials suck, don't they? They TAKE AWAY from your enjoyment of what you were watching already.

Why not make FUN, exciting, viral-worthy videos that people want to pass along to each other, that already have the sales message in it?

DON'T make commercials. Make Videos.

When commercials come on TV, a lot of people get up, or change the channel, or TIVO right through.

(Unless I'm in those commercials; then they're brilliant and everyone loves to watch them.)

But online, people sit in front of their computers, looking and hoping to be entertained by Videos. Entertain them; don't sell.

Geico made some commercials with modern-day cavemen, and they became so popular, they are creating a 1/2 hour comedy series ALL about the cavemen! Now what if they sell advertising on that show for AFLAC?

Wouldn't THAT be weird?

Learning is FUNdamental

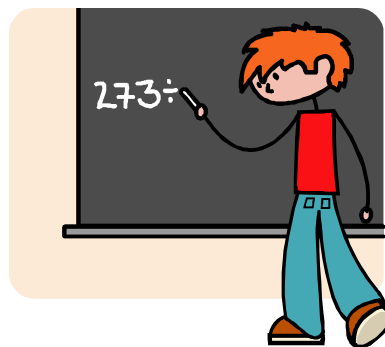
Sometimes people are looking to be educated within their entertainment, like watching speeches or demonstrations of something they are interested in. I have one of those stories:

I live in New York, and last year, the new construction sent a few mice into our building. Before I was able to seal the apartment, I needed to know about building a mousetrap. I went to YouTube, and watched a few videos on “humane homemade mousetraps” people had uploaded, and built one of them! I only needed it for one night, but it worked really well.

Had I been looking to buy traps, or had some long-term problem I wanted help with, then maybe I would have bought a book, or a set of videos, or traps themselves from someone demonstrating them.

If you already have a business, then you can look to online video to advertise your business. One of the more famous videos was of a gliding inner tube that flew above the water when pulled by boat. It was a fun, cool video to watch, and it got the creator a flood of investor money, and made a TON of advance sales.

If you're a coach for something- maybe a golf swing- then you can show videos of your students. You can drive people to your site, or put the order information right in your profile. Or in the video.



Popularity Contests

Just like elections, YouTube and other online video sites are popularity contests- but EVERYONE can win! Isn't that sweet?

One of the most popular forms of video is people simply lip-syncing to weird songs. Some people have had instant internet fame from them- after a while, they got smart and started selling t-shirts and paraphernalia to create an income, and further expose their fame.

If they only had known about this book, they would have made a TON!

And of course, if you're a cute girl in a bikini, you can upload videos of yourself, and tell people where they can find more of you. Then if they do, you can charge for live chat or other pictures, or whatever.

If I were a prostitute, I would make a video and put it on YouTube!

The popularity of your video will obviously help sales. If you make a boring video, no one will pass it on to other people, and they won't give it a good rating. Good ratings will make more people WANT to watch your video.



Be Relevant

If you make an irrelevant video, no one will ever come across it to watch. If you want to make a video of a sock on your table, I doubt too many people will see it. Nobody is looking for videos of a sock on a table.

(Except that now that I said it, people will make that video.)

However if you make a video of a sock on a hand, and that hand is doing something funny.... Like an impression of William Shatner, then you'll get people watching it.

Within YouTube, you can "tag" your videos to tell the search engines what that video is about. In the sock case, you might "tag" it with the words: Sock, puppet, William Shatner, funny, hilarious, Star Trek, Boston Legal, etc. This will help in your RELEVANCE.

What about jokes? You can have the setup on a video site, but the punch line back at your site, where they also hear about whatever you're selling.



“Mom- Look at Me”!

You have to grab attention. So, what kinds of things do people already want to see? What attention can you get that already has to do with your business?

Yes, boobs sell stuff to guys- if you’re selling something to guys, put some boobs with it, and it will sell. However, maybe we should be more original.

If you have a special stomach medicine, putting boobs with stomach medicine might not work so well.

Can you make a video of Osama Bin Laden hoping to sell your stomach medicine?

Sounds like a bad idea too-

-Unless your video says something like “Osama makes me sick!”

Then maybe it’ll work.

Was that in bad taste?

Maybe.

Would it work? Probably!

Make it a game- what is gets attention and is popular already that you can match up to your product?



“Butt, butt, butt”

1- But what if you HAVE no business?

Then promote- this eBook!

As I said in the quick start- you can just sign up as an affiliate, and send people to YOUR affiliate site for this eBook.

The thing that’s brilliant about this is that ANYONE who is online watching videos would like to make money from it, wouldn’t they? And now YOU are giving them the ability to do that by sending them to **YOUR Video Money Maker** site- and you get paid.

2- But what if you have no video equipment?

Then just download some free video software from the ‘net. You do NOT need a camera- you can make a video by making a slide-show of pictures, and saying something over the slide show.

That was how I made my first video, and it’s a disgusting story:

I was biking around central park, and I was so sick of the dog poo, and horse poo I see everywhere. While I was thinking about it, a tune came into my head, along with stupid, simple lyrics. As a game for myself, I figured I would make a stupid video using pictures of poo, and sing over it. You’ve probably seen it.

It embarrasses my family.

It grossed my wife out.

It grosses ME out!

But it works! You can see it here: <http://www.PickUpThePoo.com>

3- But what if all you have is a webcam?

Then do a little dance in front of your camera, or lip sync something funny, or make an entertaining speech, and then hold up a sign with your affiliate link!

What sells with Video?

Everything.

If you're smart, you'll sell some informational products of your own. If you're smart and lazy, you'll sell other people's information too- **like this eBook**. If you want to learn how to really explode your affiliate income, then I really recommend this:

<http://www.elevenfreakinthousand.com/affiliate.htm>

Remember- it's not really about selling something on YouTube; it's about selling something online, and using YouTube to drive traffic to it.

I thought we went over that already?



What Else?

You know what Videos sell a lot of?

VIDEOS.

Yup- people who are watching some videos will PAY to see more of them by mail in DVD format. One of the biggest web businesses around is DVD sales of people fighting in the street. Not my thing, but it works, and people buy them.

People sell fitness videos and fitness equipment online, and use videos to drive traffic.



Nobody does it better

If you want to study an industry that knows how to make money online, and especially with video, then study what they do in pornography. What do they do? They give you a sample, and then you can go to their website to get more.

There are content sites, where you pay for online videos, but there are also hugely successful companies that sell people actual DVDs.

All you have to do is follow that example.

Um... Their business example.



What the hell is a Vlog?

Many people make money with their “Blogs”- short for “web log”, where they journal ideas and thoughts, kinda like a diary. They develop a following, and use GOOGLE ADSENSE to place ads on their site. Then when people visit their site, the visitors click on the ads, and the Blogger makes money.

Now that video is so easy to create online, people are adding video to their blogs- creating “vlogs”, which can be more entertaining than just reading.

If that sounds like a cool idea to you, then make a vlog, but put SOME of your videos on YouTube, with an ad on them that drives people to your Vlog, where they will hopefully click on your ads.

You’ll need an account with Adsense, and you can get that by going to the bottom of the page at <http://www.OnlineVideoMoneyMachine.com>

You might also want to have a “top ten” list of videos, and put 5 of them on YouTube, but the other five back at your site. I have gone to see “Salma Hayek’s 10 hottest moments” (research for this book), and ended up spending HOURS at an entirely different site (like I said- research).



CONCLUSION

So, that's it- As I promised, it was short and straight to the point. I could go on, but hopefully, this only took you 15 minutes to read, leaving you a full 1 hour and 45 minutes to MAKE MONEY with YouTube!

I hope you enjoyed reading this eBook, and if you'd like to explore other ways of making money at online, look up:

<http://www.TheMoneyMakingParty.com>

If you'd just like to find out more about me, hop on over to my main site at:

<http://www.BonesRodriguez.com>

Please feel free to email me and let me know how you enjoyed the book!

I look forward to meeting you either in person, by phone, online- or by whatever the heck they come up with next!



Let Your Light So Shine Before Men-

A handwritten signature in black ink that reads "BONES Rodriguez". The signature is stylized with a large, looped "B" and "R".